APPENDIX A

As a representative examples of how the U.S. Provisional Patent Application No. 60/010,703 (also denoted herein as the '703 Provisional) provides support for the pending claims of the present application, the following claim descriptions are provided. In particular, for many of the claims discussed hereinbelow, a table is provided, wherein for each claim having a table, the left hand column of table cells provides the steps of the claim, and the right hand column of table cells identifies corresponding supporting portions from the '703 Provisional. For example, in the discussion of new Claim 104 immediately below, for each claim step, it is recited in a left hand cell, and the adjacent right hand cell (in the same table row) provides support from the '703 Provisional for the claim clause. Note that, in general, most of the support excerpts from the '703 Provisional are labeled with the labels (a) – (f) used in the REMARKS body for identifying such provisional excerpts; i.e., the '703 Provisional excerpts (a) – (f) recited in the section "35 USC 103 Rejections Based on Marsh" of the Remarks for the present amendment and response.

Regarding new Claim 104, the following support from U.S. Provisional Patent Application No. 60/010,703 is supplied (note that all passages cited in the right-hand column of the table below are passages from the '703 Provisional):

Claim 104.   A method of advertising on the Internet, comprising:

| (1) first receiving an activation request, from an Internet accessible user node, (2) for activating an instance of an interactive service accessible via an Internet contact with an Internet accessible service node, wherein the user node interactively communicates with the instance for receiving a plurality of service transmissions from the instance via a first Internet connection, (3) said service transmissions having a plurality of instance presentations transmitted to the user node via the first | (1) E.g., please see Figs. 2 and 3 of the '703 Provisional for support that a user "activates" the network service (e.g.., a game playing and advertising website) according to the conventional Internet access technique of having each user request activation. In particular, note that in Fig. 2, the host 10 includes a World Wide Web Server 42, and Fig. 3 shows "a high level flowpath regarding the accessing of web pages of the host computer 10." (page 5, lines 17-18). Accordingly, it is believed that these portions of the '703 Provisional support the initial portion of the "first receiving" step of the present claim. Also, the following passage provides further support for the "first receiving" portion of the present step: "The WORLD WIDE WEB SERVER 42 contains the Common Gateway Interface 46 to transfer the data between the HTML DISPLAY ENGINE 30 and the INTERNET TCP/IP STACK 50 that interfaces with the INTERNET 54 and its (client) END USER Machines 14 that have |

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connection, said instance presentations interleaved with one or more responsive user communications from the user node to said interactive service;	appropriate World Wide Web Browsers 58." (Page 7 lines 3-7)

(2) E.g., (a) and (b) in the Remarks, e.g.,

(a) "The present invention is an information exchange system (i.e., method and apparatus) for exchanging information regarding goods and/or services between a first population of users (hereinafter also known as "players") and a second population of users (hereinafter also known as "sponsors"). In particular, the sponsors may **present information related to goods and/or services** to the players using the present invention and the players may view this information *while interacting* **with the present invention ...**", and

(b) "Accordingly, in a related aspect of the present invention, it is intended that players are able to **interact with the present invention remotely, as for example, via the Internet** and/or interactive cable television. ..."

(3) Please see Fig. 3 for the various interactive portions of an embodiment of the website disclosed in '703 patent application. In particular, at least each of the following portions of the website representation of Fig. 3 provide multiple interactive presentations: benefits and registration pages 304, the lobby, the games, and the index subsystem 62. The following passages are representative:

"the user may be required to go through the *"LOBBY" page(s)* and thereby be exposed to advertising and/or the opportunity to join a game" (Page 9 lines 13-16). (note that each page is typically considered a different "presentation")

"While playing a game, the user has the ability to link into the advertiser being presented.

(1)   During the playing of a card game (e.g., blackjack), *the user may be allowed to review and/or stepwise replay a previous game hands during a current gaming session* as well as, return to the advertisers." (Page 9, line 22 through page 10, line 2).

"The index page 62 *gives a user the opportunity to click onto a particular organization (e.g., organizations 312) that the user belongs to* or any particular advertiser (e.g., advertisers 316) without going through any games although the user may be required to go through the "LOBBY" page(s) and thereby be exposed to advertising and/or the opportunity to join a game." (Page 9, lines 10-16)

"Referring now substantially to the alternative embodiment of the present invention in Fig. 2, users may use the present invention to access the INTERNET 54 on a reduced cost or free basis, by using whatever TCP/IP SLIP/PPP package they desire and *registering with the web server 42.* That is, *a user* |

	can sign up or register by dialing into a terminal server with normal serial dialing and log on as a user identified by the identifier "NEW." *User "NEW" is then forced into a connection to an enrollment or registration program so he/she can provide information requested by the present invention."* (Page 11, lines 9-18) (Note it is believed typical for registration programs to provide multiple interactive presentations. In fact, Applicant's representative is not aware of any Internet registration program that is not interactive on the Internet.)

(1) first transmitting a sequence of advertising presentations to a user at said user node, wherein said sequence is transmitted on the first Internet connection and during an elapsed time of said service transmissions, wherein each advertising presentation of said sequence identifies at least one of a purchasable product and a purchasable service;	(1) e.g., (a), and (f) plus its immediately preceding paragraph, and (c):
	
	(a) e.g., "In particular, the sponsors may *present information related to goods and/or services to the players using the present invention and the players may view this information while interacting with the present invention for playing a game such as blackjack, craps, roulette, poker, pai gow or the like."*
	(f) plus its immediately preceding paragraph:
	    "However, upon accessing the host 10, the user accesses basic functionality of the DISPLAY ENGINE 30 that starts up the downloaded daemon 208. *The network hosts periodically query each active port on the terminal servers {at the world wide web server 42} to get the IP addresses and then send a short message to the daemon 208* which is listening in on a specific port. The DISPLAY ENGINE 30 may also disable access by an end user machine 14 after a certain number of failures.
	    Note that the host 10 *periodically sends an item* to the downloaded daemon 208 *to display* {at a user's node}. The daemon then displays *the message (advertisement) in the window on the user's screen."* {i.e., since the host 10 periodically sends advertisements, such advertisements are therefore NOT requested}, and
	(c) "Fig. 2 is a block diagram of an alternative embodiment of the present invention wherein *an advertisement sending daemon 204 (on the host computer 10) and an advertisement receiving daemon 208 (on the client end used machine 14) communicate for periodically displaying advertisements* and other announcements to a user on the end user machine 14"

wherein an advertising presentation, AP₁, of said advertising presentations of the sequence is presented as a consequence of one or more particular communications on the first Internet connection	E.g., (a) and (b). Note that the "one or more particular communications" can be, e.g., a communication from the user node to the service instance (e.g., a game), or from the service instance to the user node. The following passages are illustrative: (i) From the user node to the service instance: "However, upon accessing the host 10, the user accesses basic functionality of the **DISPLAY ENGINE 30** that starts

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between said Internet accessible service node and the user node;	up the downloaded daemon 208. The network hosts periodically query each active port on the terminal servers to get the IP addresses and then send a short message to the daemon 208 which is listening in on a specific port. *The DISPLAY ENGINE 30 may also disable access by an end user machine 14 after a certain number of failures.*" (page, 11, line 23 through page 12, line 5). That is, the user node (denoted the "end user machine 14 Figs 1 & 2 of the '703 Provisional) must provide a responsive one or more communications to the host 10 (of the '703 Provisional) for subsequent advertisements to be transmitted. (ii) From the service instance to the user node: (f) "Note that the host 10 periodically sends an item to the downloaded daemon 208 {on the end user machine 14} to display. The daemon then *displays the message (advertisement) in the window* on the user's screen." <u>In addition/alternatively, the "one or more particular communications" may be communications related to registering by the user at the "Internet accessible service node" as illustrated by the following passage of the '703 Provisional:</u> "Referring now substantially to the alternative embodiment of the present invention in Fig. 2, users may use the present invention to access the INTERNET 54 on a reduced cost or free basis, by using whatever TCP/IP SLIP/PPP package they desire and registering with the web server 42. That is, *a user can sign up or register* by dialing into a terminal server with normal serial dialing and log on as a user identified by the identifier "NEW." User "NEW" is then *forced into a connection to an enrollment or registration program so he/she can provide information requested by the present invention.* When enrollment is completed, the present invention *allows the user to download a communications daemon* (e.g., ad receiver daemon 208). The user may then install the daemon on their machine and dial-up with their favorite TCP/IP package. However, *upon accessing the host 10,* the user accesses basic functionality of the DISPLAY ENGINE 30 that starts up the downloaded daemon 208. The network hosts periodically query each active port on the terminal servers {of the world wide web server 42} to get the IP addresses and then send a short message to the daemon 208 which is listening in on a specific port. The DISPLAY ENGINE 30 may also disable access by an end user machine 14 after a certain number of failures." (Page 11, line 9 through page 12, line 5)
wherein AP_1 is presented to the user during at least one transmission of said service	(f) "Note that the host 10 *periodically* sends an item to the downloaded daemon 208 {on the end user machine 14} to display. The daemon then *displays the message (advertisement) in the*

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transmissions,	*window* on the user's screen." In particular, in the '703 Provisional, advertisements displayed on the end user machine 14 by the daemon 208 is displayed asynchronously with any interactions a user has with a service being accessed. Accordingly, such advertisements WILL be (as Claim 104 recites to the left) presented to the user during at least one transmission from the service instance.

wherein for said advertising presentations transmitted in said step of first transmitting, (a) and (b) following hold:
 	
 (e)   there is at least a second advertising presentation, AP_2, of said sequence wherein: (i) a presenting of AP_2 to the user is purposefully delayed after a presentation of AP_1, and (ii) there is no user input, after a last of said particular communications and during the service transmissions, for which a consequence includes the presenting of AP_2;
 	
 (f)   presentations of AP_1 and AP_2 are substantially unrelated to said user communications;
	E.g., (a), (b), and (f) plus the immediately preceding paragraph to (f).
	
	 (a) "... In particular, the sponsors may *present information related to goods and/or services* to the players using the present invention and the players may view this information *while interacting with the present invention* for playing a game such as blackjack, craps, roulette, poker, pai gow or the like. ..."
	
	 (b) "...players may access the interactive gaming capabilities of the present invention and *substantially simultaneously also be presented with sponsor provided information related to goods and/or services* of the sponsor. Moreover, *the sponsor provided information may include, for example, hypertext links that allow players to activate such a link for obtaining additional information regarding a sponsor's goods and/or services <u>regardless</u> of the status of any game in which a player may be currently involved* at the gaming web site."
	
	 (f) plus its immediately preceding paragraph:
	
	     "However, upon accessing the host 10, the user accesses basic functionality of the DISPLAY ENGINE 30 that starts up the downloaded daemon 208. *The network hosts periodically query each active port on the terminal servers to get the IP addresses and then send a short message to the daemon 208* which is listening in on a specific port. The DISPLAY ENGINE 30 may also disable access by an end user machine 14 after a certain number of failures.
	
	     Note that the host 10 *periodically sends an item* to the downloaded daemon 208 *to display* {at a user's node}. The daemon then displays *the message (advertisement) in the window {of the browser 58} on the user's screen'.* In particular, since the host 10 periodically sends advertisements, such advertisements are purposefully delayed between their presentations, and are certainly NOT requested, and NOT related to the user communications with the service instance."

wherein at least one of AP_1 and AP_2 includes link data such that when said link data is activated by a user input to said at least one of AP_1 and AP_2,	E.g., (b) as in the quote immediately above, (d), and (f): (d) "*The user may be provided the ability to link into various web sites or web site pages.* The user has the ability to link into another site or page at any time a link is made available (typically a hypertext link). *Note that such links are accessible by users both*

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data indicative of said user input is transmitted, via the first Internet connection, to a network node identified by said link data;	*while playing a game ...* Also note that *some advertisements may be interactive with the user wherein the user may perform a transaction such as making a reservation upon accessing the advertisement and a web site or page."*
second receiving, at the user node and from the network node via the first Internet connection, a subsequent presentation for presenting to the user, wherein said subsequent presentation is determined using said data, said subsequent presentation also identifying one of a purchasable product and a purchasable service; and	e.g., (a) and (b).
wherein said subsequent presentation is presented to the user during the first Internet connection.	e.g., (a), (b) and/or (d): **(a)** "... the sponsors may **present information related to goods and/or services** to the players using the present invention and the players may view this information *while interacting* **with the present invention** for playing a game such as blackjack, craps, roulette, poker, pai gow or the like ...", **(b)** "...players are able to **interact with the present invention** remotely, as for example, **via the Internet** and/or interactive cable television. Thus, using an Internet embodiment as an exemplary embodiment of the present invention, a gaming web site may be provided wherein **players may access the interactive gaming capabilities of the present invention and *substantially simultaneously also be presented with sponsor provided information* related to goods and/or services of the sponsor ...",** **(d)** "...The user may be provided the ability to link into various web sites or web site pages. The user has the ability to link into another site or page at any time a link is made available (typically a hypertext link). **Note that such links are accessible by users both *while* playing a game ...**"

Regarding pending Claim 98, the following support from U.S. Provisional Patent Application No. 60/010,703 is supplied:

Claim 98. A method of advertising on the Internet, comprising:

for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following steps are performed during said corresponding Internet connection:

first transmitting, from the user, a request on the Internet for contacting a providing node of the Internet, said providing node provides access to two or more display presentations for a service with which the user identifies in said request, wherein said request has associated therewith an Internet address for contacting the providing node, and wherein said interactive service is interactive on the Internet with the user;	E.g., (a) and (b). (a) "*The present invention is an information exchange system* (i.e., method and apparatus) *for exchanging information regarding goods and/or services* between a first population of users (hereinafter also known as "players") and a second population of users (hereinafter also known as "sponsors"). In particular, the sponsors may present information related to goods and/or services to the players using the present invention and the players may view this information *while interacting with the present invention* for playing a game such as blackjack, craps, roulette, poker, pai gow or the like. ... Thus, *the present invention provides an information exchange service within a gaming context* for enticing players to view and/or interact with sponsor presentations." (b) "... it is intended that players are able to *interact with the present invention remotely, as for example, via the Internet* and/or interactive cable television. Thus, using an Internet embodiment as an exemplary embodiment of the present invention, a gaming web site may be provided wherein *players may access the interactive gaming capabilities of the present invention...*"
first receiving, via the providing node, said two or more display presentations for said interactive service;	E.g., (a) and (b) (a) "...the sponsors may present information related to goods and/or services to the players using the present invention and the players may view this information *while interacting with the present invention for playing a game such as blackjack, craps, roulette, poker, pai gow or the like....*" (b) "... it is intended that players are able to *interact with the present invention remotely, as for example, via the Internet* and/or interactive cable television. Thus, using an Internet embodiment as an exemplary embodiment of the present invention, a gaming web site may be provided wherein *players may access the interactive gaming capabilities of the present invention...*"
first presenting said two or more display presentations on at least a portion of a display of a user node by which the user accesses the Internet, wherein at least two of said display presentations, P_1, are successively displayed, and there is a user input to one of said at least two display presentations for a transmission on the Internet to	E.g., (a) and (b). Note, the paragraph of Claim 98 to the left is an aspect of performing an "interactive service" on the Internet.

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which a latter of said at least two display presentations, P₂, is a response obtained in said step of receiving;	
second presenting, by the user node, overlapping with a display of said one of the display presentations P₁, a first one or more advertising presentations for providing information related to one or more of a product and a service, wherein said first one or more advertising presentations are received via the Internet in response to Internet transmissions by the providing node during said first presenting step, and displayed on at least a portion of said display during said first presenting step;	E.g., (a), (b) and (c). (a) "…the sponsors may *present information related to goods and/or services* to the players using the present invention and *the players may view this information while interacting with the present invention for playing a game such as blackjack, craps, roulette, poker, pai gow or the like.* Moreover, a player may also interact with the present invention so that the player has the capability for responding to sponsor presentation questionnaires, as well as for purchasing or viewing sponsor goods and/or services. Thus, the present invention *provides an information exchange service within a gaming context* for enticing players to view and/or interact with sponsor presentations.". (b) "Accordingly, in a related aspect of the present invention, it is intended that players are able to *interact with the present invention remotely*, as for example, via the Internet and/or interactive cable television. Thus, using an Internet embodiment as an exemplary embodiment of the present invention, a gaming web site may be provided wherein *players may access the interactive gaming capabilities of the present invention and substantially simultaneously also be presented with sponsor provided information related to goods and/or services of the sponsor.* Moreover, *the sponsor provided information may include, for example, hypertext links that allow players to activate such a link for obtaining additional information regarding a sponsor's goods and/or services regardless of the status of any game in which a player may be currently involved at the gaming web site.*". Note that the phrase "overlapping with a display of said one of the display presentations" in the claim paragraph to the left is supported by the passages of (a) and (b) above, wherein the key words are underlined. (c) "Fig. 2 is a block diagram of an alternative embodiment of the present invention wherein an advertisement sending daemon 204 (on the host computer 10) and an advertisement receiving daemon 208 (on the client end used machine 14) communicate *for periodically displaying advertisements* and other announcements to a user on the end user machine 14"
third presenting, by the user node and during said first presenting step, one or more additional advertising	E.g., (b), (c) and (f) (b) "…*players may access the interactive gaming capabilities of the present invention and substantially simultaneously also be presented with sponsor provided information related to goods*

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presentations having a predetermined time delay after said step of second presenting is performed, each said additional advertising presentation for providing information related to one of a product and a service, wherein at least one of said additional advertising presentations is: (a) received via the Internet in response to Internet transmissions by the providing node during said first presenting step, and (b) displayed on at least a portion of said display without the user providing an input for which a consequence includes the presenting of said additional advertising presentations and for which said first advertising presentations are not a consequence;	*and/or services of the sponsor...."* (c) "Fig. 2 is a block diagram of an alternative embodiment of the present invention wherein an advertisement sending daemon 204 (on the host computer 10) and an advertisement receiving daemon 208 (on the client end used machine 14) communicate *for* *periodically displaying advertisements* and other announcements to a user on the end user machine 14" (f) "Note that the host 10 *periodically sends an item* to the downloaded daemon 208 to display {i.e., advertisements are automatically "pushed" to the user's node}. *The daemon then displays the message (advertisement) in the window on the user's screen.*" Note that "periodically" in the above passages implies that there is at least a predetermined time delay between the sending of an advertisement item to the user's node.
second transmitting, via the Internet, data indicative of an action by the user in response to one of said first and said additional advertising presentations, wherein said data is transmitted: (a) from said user node, and (b) to a destination node of the Internet, said destination node identified at said user node by destination Internet link information used for transmitting said data;	E.g., (b) and (d). (b) "...*the sponsor provided information may include, for example, hypertext links that allow players to activate such a link for obtaining additional information regarding a sponsor's goods and/or services regardless of the status of any game in which a player may be currently involved at the gaming web site.*" (d) "The user may be provided the ability to link into various web sites or web site pages. The user has the ability to link into another site or page at any time a link is made available (typically a *hypertext link*). *Note that such links are accessible by users both while playing a game* and otherwise by, for example, accessing an index page, denoted index 62 (Fig. 3). Also note that *some advertisements may be interactive with the user* wherein the user may perform a transaction such as making a reservation upon accessing the advertisement and a web site or page."
second receiving, via the Internet, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said action by the	E.g., (d).

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user.	

Regarding pending Claim 99, the following support from U.S. Provisional Patent Application No. 60/010,703 is supplied:

Claim 99.   A method of advertising on the Internet, comprising:

for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following steps are performed during said corresponding Internet connection:	E.g., (b) and (d). These passages provide general support for the steps of this claim being performed in a single Internet connection. (b) "...using an Internet embodiment ... **players** may access the interactive gaming capabilities of the present invention and *substantially simultaneously* also be **presented with** sponsor provided **information related to goods and/or services** of the sponsor. Moreover, the sponsor provided information may include, for example, *hypertext links* that allow players to activate such a link for obtaining additional information regarding a sponsor's goods and/or services regardless of the status of any game in which a - player may be currently involved at the gaming web site." (d) "...The user has the ability to link into another site or page at any time a link is made available (typically a **hypertext link**). **Note that such links are accessible by users** both *while* **playing a game** and otherwise by, for example, accessing an index page, denoted index 62 (Fig. 3). Also note that *some advertisements may be interactive with the user* wherein the user may perform a transaction such as making a reservation upon accessing the advertisement and a web site or page."
first receiving, at an Internet providing node and from a user node by which the user accesses the Internet, an Internet request for interactive communication with an interactive service, wherein said request has associated therewith an Internet address for contacting the providing node, and wherein said interactive service is interactive on the Internet between said providing node and the user;	E.g., (a) and (b).
first providing, by the service, a responsive Internet transmission for (a) and (b) following: (a) displaying a service	E.g., (b).

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presentation for said service on at least a portion of a display for the user node, and (b) displaying a first advertising presentation, wherein said first advertising presentation is displayed on at least a portion of said display with said service presentation;	
second receiving, by the service, a transmission resulting from a user input to said service presentation during the display of the service presentation;	E.g., (b), also see Figs. 1 and 2 of the '703 Provisional that show embodiments of a website for interactively playing games on the Internet. (b) "Accordingly, in a related aspect of the present invention, it is intended that players are able to *interact with the present invention remotely, as for example, via the Internet* and/or interactive cable television. Thus, using an Internet embodiment as an exemplary embodiment of the present invention, *a gaming web site may be provided wherein players may access the interactive gaming capabilities of the present invention* and substantially simultaneously also be presented with sponsor provided information related to goods and/or services of the sponsor.
second providing, by the service, a responsive Internet transmission having as a consequence a displaying an additional service presentation for said service on at least a portion of the display for the user node;	E.g., (b).
wherein an additional advertising presentation is presented on the display according to (i) and (ii) following: (i) said additional advertising presentation is received via the Internet in response to Internet transmissions by the providing node during the display of one of the service presentations; and (ii) said additional advertising presentation is presented on at least a portion of said display without the user providing an input for	E.g., (f). (f) "Note that the host 10 *periodically* sends an item to the downloaded daemon 208 to display {at a user's node}. The daemon then displays the message (advertisement) in the window on the user's screen", i.e., since the host 10 periodically sends advertisements, such advertisements are presented "without the user providing an input having a corresponding next response that presents said one or more additional advertising presentations" as the paragraph to left recites.

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which a consequence includes the presenting of said additional advertising and for which said first advertising is not a consequence;	
wherein at least one of said first and said additional advertising presentations is capable of responding to an action by the user by transmitting, via the Internet, data indicative of said action to a destination Internet node, wherein said destination node is identified by destination Internet link information for contacting said destination node with said data.	E.g., (b). (b) "... Moreover, *the sponsor provided information may include, for example, hypertext links that allow players to activate such a link for obtaining additional information regarding a sponsor's goods and/or services regardless of the status of any game in which a player may be currently involved at the gaming web site.*"

Regarding pending Claim 100, this claim is similar to Claim 98, and accordingly Claim 100 is believed to be supported by the U.S. Provisional Patent Application No. 60/010,703 filed Jan. 26,1996.

Regarding pending Claim 101, the following support from U.S. Provisional Patent Application No. 60/010,703 is supplied:

Regarding pending Claim 102, the following support from U.S. Provisional Patent Application No. 60/010,703 is supplied:

Claim 102.   A method of providing a presentation on a network, comprising

[1]activating, by a user at a network user node, a network service which is at least partially performed at a first network node during an on-line connection to the network, [2] wherein one or more **interactive service presentations** are presented to the user at the user network node during the on-line	[1] E.g., please see Figs. 2 and 3 for support that a user "activates" the network service (i.e., a game playing and advertising website) according to the conventional Internet access technique of having each user request activation. In particular, note that in Fig. 2 the host 10 includes a World Wide Web Server 42, and Fig. 3 shows "a high level flowpath regarding the accessing of web pages of the host computer 10." (page 5, lines 17-18). Accordingly, it is believed that these portions of the '703 Provisional support at the initial portion of the "activating" step of the present claim. [2] (a) and (b): (a) "The present invention is an information exchange system

network connection for performing the network service and an interactive content is provided at the network user node by a plurality said service presentations, said content concerning the service;	(i.e., method and apparatus) <u>for exchanging information regarding goods and/or services</u> between a first population of users (hereinafter also known as "players") and a second population of users (hereinafter also known as "sponsors"). In particular, the sponsors may <u>present information related to goods and/or services</u> to the players using the present invention and the players may view this information *while interacting* with the present invention...", and (b) "Accordingly, in a related aspect of the present invention, it is intended that players are able to <u>interact with the present invention remotely, as for example, via the Internet</u> and/or interactive cable television. ...
receiving, at the first network node and **during the activation of the network service**, network transmissions from the user node for one or more interactions between the user and said interactive service presentations concerning said interactive content;	E.g., (a) and (b).
responding, by the first network node, to at least one of said network transmissions prior to receiving some next one of said network transmissions from the user;	E.g., the following passages of the '701 Provisional: (a) "...the sponsors may present information related to goods and/or services to the players using the present invention and the players may view this information *while interacting* with the <u>present invention for playing a game such as blackjack, craps, roulette, poker, pai gow or the like. ...</u>" (b) "...<u>players may access the interactive gaming capabilities of the present invention</u> and *substantially simultaneously* also be presented with sponsor provided information related to goods and/or services of the sponsor. ..." Additionally, the following passages is indicative of "the first network node" (e.g., Internet website) interacting with a user (e.g., player): "The selected advertisement data is joined in the HTML DISPLAY ENGINE 30 (at least in one operation of the present invention) with <u>a gaming card representation 36 that has been issued by the CARD DEALER (module) 34 and supplied initially to the GAME PLAY ENGINE 38 for processing user gaming requests</u> and where the rules of each game determine: (a) how each card (representation) may be "played" and (b) the result of the user's decisions with respect to the card (representation)." (page 7, lines 3-10)
(i) determining a particular first and second of a plurality of advertising presentations	(i) In a first embodiment of the invention, advertisements are provided or joined with an "interactive service presentation", the following passage provides support: "Depending upon the

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wherein said advertising presentations are used for presenting to the user information about at least one of a product and a service, [2] and wherein said first particular presentation includes network link data for identifying another presentation, said network link data associated with a corresponding one or more positions on a display of said particular first presentation;

specifications of each advertiser, the users are matched with the advertisements by the ADVERTISER SELECTION ENGINE 26 that then supplies selected advertisements into the HTML DISPLAY ENGINE 30 for translating this data for inclusion in an HTML document." (Page 6, line 19 through page 7, line 2)

In a second embodiment of the invention, advertisements are provided substantially asynchronously and unrequestedly to a user (player), wherein the users are matched with advertisements as in the above invention aspect. Support for this is found in, e.g., Fig. 2 in that: (i) Fig. 2 shows the components for asynchronously transmitting advertisements to the user, and (ii) all the components of Fig. 1 (which illustrates the above first embodiment) are also illustrated in Fig. 2, and in particular, the ADVERTISER SELECTION ENGINE 26 is shown in Fig. 2.

It is important to note that the '703 Provisional discloses that the host 10 embodiment of Fig. 2 is an Internet Service Provider wherein Internet access is provided on a reduced cost or free basis in exchange for allowing the host 10 to present advertising to the user. Accordingly, support for at least the present claim is provided by the fact that there were a substantial number of interactive websites at the time the '703 Provisional was filed. Thus, the "network service" of the present claim can be, e.g., ANY interactive Internet service available on the Internet to which a user connects via the host 10 as its Internet Service Provider. Support for this in the '703 Provisional is found in the following passage (Page 12, line 6 through page 13, line 8):

"Referring now substantially to the alternative embodiment of the present invention in Fig. 2, users may use the present invention to access the INTERNET 54 on a reduced cost or free basis, by using whatever TCP/IP SLIP/PPP package they desire and registering with the web server 42. That is, a user can sign up or register by dialing into a terminal server with normal serial dialing and log on as a user identified by the identifier "NEW." User "NEW" is then forced into a connection to an enrollment or registration program so he/she can provide information requested by the present invention. When enrollment is completed, the present invention allows the user to download a communications daemon (e.g., ad receiver daemon 208). The user may then install the daemon on their machine and dial-up with their favorite TCP/IP package.

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	However, **upon accessing the host 10, the user accesses basic functionality of the DISPLAY ENGINE 30 that starts up the downloaded daemon 208. The network hosts periodically query each active port on the terminal servers to get the IP addresses and then send a short message to the daemon 208 which is listening in on a specific port.** The DISPLAY ENGINE 30 may also disable access by an end user machine 14 after a certain number of failures. Note that the host 10 periodically sends an item to the downloaded daemon 208 to display. **The daemon then displays the message (advertisement) in the window on the user's screen."** (2) E.g., (b). (b) " ... **the sponsor provided information may include, for example, _hypertext links_ that allow players to activate such a link for obtaining additional information regarding a sponsor's goods and/or services** regardless of the status of any game in which a player may be currently involved at the gaming web site."
providing, for display concurrently with a display of at least some said interactive content of the service presentations at the network user node, said particular advertising presentation[.];	E.g., the following passages of the '701 Provisional: (b) "...Thus, using an Internet embodiment as an exemplary embodiment of the present invention, a gaming web site may be provided wherein **players may access the interactive gaming capabilities of the present invention and _substantially simultaneously_ also be presented with sponsor provided information related to goods and/or services of the sponsor. ...**" Additionally, the following passage provides support: "**The selected advertisement data is joined in the HTML DISPLAY ENGINE 30 (at least in one operation of the present invention) with a gaming card representation 36 that has been issued by the CARD DEALER (module) 34 and supplied initially to the GAME PLAY ENGINE 38 for processing user gaming requests** and where the rules of each game determine: (a) how each card (representation) may be "played" and (b) the result of the user's decisions with respect to the card (representation)." (page 7, lines 3-10)
wherein said step of providing includes a substep of transmitting said particular first advertising presentation wherein, said particular first advertising presentation is received during a display of one of said interactive service presentations to the user,	E.g., (a), and (f) plus its immediately preceding paragraph, and (c): (a) e.g., "In particular, the sponsors may _present information related to goods and/or services to the players using the present invention and the players may view this information while interacting with the present invention for playing a game such as blackjack, craps, roulette, poker, pai gow or the like._" (f) plus its immediately preceding paragraph: "However, upon accessing the host 10, the user accesses

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| wherein said particular first advertising presentation is transmitted as a consequence of one or more communications on the on-line network connection from the first network node to the user node; | basic functionality of the DISPLAY ENGINE 30 that starts up the downloaded daemon 208. *The network hosts periodically query each active port on the terminal servers to get the IP addresses and then send a short message to the daemon 208* which is listening in on a specific port. The DISPLAY ENGINE 30 may also disable access by an end user machine 14 after a certain number of failures.

Note that the host 10 *periodically sends an item* to the downloaded daemon 208 *to display* {at a user's node}. The daemon then displays *the message (advertisement) in the window on the user's screen.*" {i.e., since the host 10 periodically sends advertisements, such advertisements are therefore NOT requested}, and

(c) "Fig. 2 is a block diagram of an alternative embodiment of the present invention wherein *an advertisement sending daemon 204 (on the host computer 10) and an advertisement receiving daemon 208 (on the client end used machine 14) communicate for periodically displaying advertisements* and other announcements to a user on the end user machine 14"

In addition/alternatively, the "one or more communications" may be communications related to registering by the user at the "first network node" as illustrated by the following passage of the '703 Provisional:

"Referring now substantially to the alternative embodiment of the present invention in Fig. 2, users may use the present invention to access the INTERNET 54 on a reduced cost or free basis, by using whatever TCP/IP SLIP/PPP package they desire and registering with the web server 42. That is, *a user can sign up or register* by dialing into a terminal server with normal serial dialing and log on as a user identified by the identifier "NEW." User "NEW" is then *forced into a connection to an enrollment or registration program so he/she can provide information requested by the present invention.* When enrollment is completed, the present invention *allows the user to download a communications daemon* (e.g., ad receiver daemon 208). The user may then install the daemon on their machine and dial-up with their favorite TCP/IP package.

However, *upon accessing the host 10,* the user accesses basic functionality of the DISPLAY ENGINE 30 that starts up the downloaded daemon 208. The network hosts periodically query each active port on the terminal servers {of the world wide web server 42} to get the IP addresses and then send a short message to the daemon 208 which is listening in on a specific port. The DISPLAY ENGINE 30 may also disable access by an end user machine 14 after a certain number of failures." (Page 11, line 9 through page 12, line 5) |

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wherein (i) and (ii) following: (i) a display to the user of said particular second advertising presentation is purposefully delayed after said particular first advertising presentation, and (ii) there is no user input, after said display of said particular first advertising presentation, for which a consequence includes a display of said particular second advertising presentation to the user;	(a) "... In particular, the sponsors may *present information related to goods and/or services* to the players using the present invention and the players may view this information *while interacting with* the present invention for playing a game such as blackjack, craps, roulette, poker, pai gow or the like. ..." *said ... particular ...* (b) "...players may access the interactive gaming capabilities of the present invention and *substantially simultaneously also be presented with sponsor provided information related to goods and/or services* of the sponsor. Moreover, *the sponsor provided information may include, for example, hypertext links that allow players to activate such a link for obtaining additional information regarding a sponsor's goods and/or services* <u>*regardless*</u> *of the status of any game in which a player may be currently involved* at the gaming web site.." (f) plus its immediately preceding paragraph: "However, upon accessing the host 10, the user accesses basic functionality of the DISPLAY ENGINE 30 that starts up the downloaded daemon 208. *The network hosts periodically query each active port on the terminal servers to get the IP addresses and then send a short message to the daemon 208* which is listening in on a specific port. The DISPLAY ENGINE 30 may also disable access by an end user machine 14 after a certain number of failures. Note that the host 10 *periodically sends an item* to the downloaded daemon 208 *to display* {at a user's node}. The daemon then displays *the message (advertisement) in the window {of the browser 58} on the user's screen."* In particular, since the host 10 periodically sends advertisements, such advertisements are purposefully delayed between their presentations, and are certainly NOT requested, and NOT related to the user communications with the service instance.
wherein said display of said particular first advertising presentation is activated for transmitting, on said on-line network connection, said another presentation to the user when the user provides an input identifying one of said one or more positions on a display of said particular first presentation, and wherein said interactive content is substantially unaffected by which of said advertising presentations.	E.g., the following support is offered: (b) " ... <u>the sponsor provided information may include, for example, *hypertext links* that allow players to activate such a link for obtaining additional information regarding a sponsor's goods and/or services</u> *<u>regardless of the status of any game</u>* in which a player may be currently involved at the gaming web site." Additionally, the passage below is indicative of the claim language: "said interactive content (e.g., an interactive game play presentation) is substantially unaffected by which of said advertising presentations is identified in said step of determining said particular presentation":: (i) In both first and second embodiments discussed above regarding the "determining" step of the present claim: "<u>The selected advertisement data is joined in the HTML DISPLAY ENGINE 30</u> (at least in one operation

| | of the present invention) <u>with a gaming card representation 36 that has been issued by the CARD DEALER (module) 34 and supplied initially to the GAME PLAY ENGINE 38 for processing user gaming requests</u> and where the rules of each game determine: (a) how each card (representation) may be "played" and (b) the result of the user's decisions with respect to the card (representation)." (page 7, lines 3-10) That is, such "joining" does not substantially affect the playing of the game. |
| | (ii) Regarding the second embodiment there is the following '701 Provisional passage: "Note that the host 10 *periodically* sends an item to the downloaded daemon 208 to display [at a user's node]. <u>The daemon then displays the message (advertisement) in the window on the user's screen.</u>" (Page 12, lines 6-9). Note that such periodic presentations that are NOT joined to a host 10 response to a user, and accordingly would make any interactive service (e.g., a game such as blackjack, craps, roulette, poker, pai gow) unusable by the user. Moreover, note that further support that such periodic presentations are not joined to a host 10 response is evidenced by the fact that in the immediately above cited '701 Provisional passage, the "message (advertisement)" is provided to the downloaded daemon 208 which is not required in the first embodiment of Fig. 1 in that advertisements are only joined to service (e.g., game) responses in the first embodiment. |

Regarding pending Claim 103, the following support from U.S. Provisional Patent Application No. 60/010,703 is supplied:

103.   A method as claimed in Claim 102, wherein said step of activating includes one of:

| (a) activating an instance of a game as at least a portion of the network service, and | E.g., (a) from the list of '703 Provisional passages in the REMARKS. |
| (b) accessing a first Internet site as said first network node, wherein a second Internet site different from said first Internet site performs said step of providing. | Support for this portion of Claim 103 is found in the passage of the '703 Provisional from page 12, line 6 through page 13, line 8 discussed in the comments for the determining step of Claim 102. |

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